

2006 Wrap-up

2007 DATES

Media Preview February 7-8
First Look For Charity February 8
Public Show February 9-18



“Less is more.” Says Who?

'06 Chicago Auto Show pushes out the walls to everyone's delight

When world renowned Chicago architect Ludwig Mies van der Rohe first said, “Less is more,” he couldn't have been thinking about the future of the Chicago Auto Show. Again in 2006, the nation's biggest auto show proved the opposite.

“Actually, more is more,” said Auto Show Chairman Art Kelly, contradicting van der Rohe. “And exhibitors and visitors alike couldn't have been more pleased. Those who have visited this show over the past 10 years have not only seen it double in size, but have also seen an incredible increase in what exhibitors offer to a buying public.”

McCormick Place, the nation's biggest and premier exposition center, provided a stage upon which exhibitors could dream an exhibit in their minds, transfer it to blueprint and then see it built in record time. The abilities of Chicago resulted in 18 manufacturers building the largest displays they construct anywhere in the world. “And frankly,” added Kelly, “they outdid themselves, and for that the Chicago Automobile Trade Association (organizer of the event since 1935) and an adoring public are deeply grateful.

So often we'll take manufacturer executive visitors who (for a while) haven't been to Chicago through McCormick Place and then into downtown Chicago for a tour. It's sometimes difficult to keep a conversation going because they're almost speechless as to the capabilities of the venue and the beauty of the city. We like that—a lot.”

More than 20 world and North American introductions were made during the show's two-day media preview. The reviews we get back talk about Chicago's “relaxed pace” and “time to productively spend a few moments with key executives before having to run off to the next event.”

“That's a feeling and attitude we intend to keep,” said Jerry Cizek, general manager of the show. “No matter what happens to this show in the future, we're not going to change our character or the things that have made us special to both the media and the general public.

“When a manufacturer spends the huge dollars it takes to stage a major media unveiling, it's our responsibility to make it worthwhile to them and give the media enough time to cover the

continued on page 2...



Momentum Continues for Chicago

Ford Motor Company was first to the starting line for the 2007 show when it announced March 21 two global product introductions for Chicago. Francisco Codina, Ford Motor Co. group vice president for sales and marketing, said the 2008



Ford Freestyle and the '08 Mercury Montego will be unveiled next February in Chicago. Don't get left in the paddock. Contact information for show officials can be found on the back page of the Wrapup.

news conference," continued Cizek. "We want them to have access to engineers, designers and marketers. If that means we have fewer news conferences, so be it. We're content to let them be the very best news events with the very best staging and very best executives availabilities. There's no sense in media coming from all over the world to see products unveiled, only to have their heads spinning at the end of the day wondering 'What the heck happened this morning? I can't even remember!'"

"We want the media to arrive in Chicago and depart Chicago with a smile," said Cizek. "We seem to have become rather well known for producing that effect. With the balance of a world class show in a world class city and a schedule full of industry-shaping news, we give them what they want—and then tie it up with a bow that says, 'Here's our present to you. Come back next year for another, would you, please? And, oh, by the way, tell your friends about what they're missing!'"

"Day after day a seemingly endless line of them come to our show to either shop, dream or compare what our industry has produced," said Terry D'Arcy, chairman of the 2007 Chicago Auto Show, and current chairman of the Chicago Automobile Trade Association. "These people do more than stroll around. They're motivated by the elaborate, effective displays to leave the show and vote their favorite choices in dealership showrooms. Our show continues and revels in the tradition of what auto shows are supposed to do: sell cars. As we've

always asked, 'How can a healthy, vibrant and growing Chicago Auto Show be anything but great for the entire industry?'"

The consumer popularity aspect of Chicago results in more

and better TV coverage than any other show in North America. Six TV specials—two broadcast in Spanish—were produced from the show floor and televised across the country.

2006 marked the premier of letting the public vote on its favorites, too, with the inaugural "Best of Show" competition. During the media preview, a panel of visiting journalists from around the country was asked to choose finalists in four key categories: Best All-new Production Vehicle; Best Concept; Best Exhibit; Best Chicago

World Introduction, rewarding those who drop the veils in the Windy City. A fifth specially open-ended category gave voters an opportunity to enter any choice they wish as "Vehicle I'd Most Like to See in My Driveway." Interested in who won? Well, drill down a bit deeper into this Show Wrapup and find out!

2007 will mark the first year for Chicago being sanctioned by the OICA, the international organization of vehicle manufacturers.

"Will it change the show?" pondered Cizek. "Perhaps, but most likely the change will be imperceptible

to the general public. But at least we know that if any manufacturer or exhibitor wants more space or needs new space, we just happen to know how to accomplish the mission. But then again, accomplishing the mission of an auto show has always been what Chicago is at its heart-and-soul."



Chicago's convention center is cavernous, convenient, and it's surrounded by a first-rate city. With the move of the L.A. show to November, my prediction is that the auto industry will move more in the direction of year-round introductions, beefing up their presence at Chicago, New York, Los Angeles, and maybe even Miami.

— *The Car Connection*

Consumers Pick Their Favorites

More than four in 10 persons who voted considered the Ford Shelby GT 500 the best all-new production vehicle at the 2006 Chicago Auto Show. Consumer voters proclaimed their auto show favorites in five categories, in the auto show's inaugural Best of Show balloting.

In the Best of Show's tightest category, five percentage points separated the top five finishers in "Best Chicago Auto Show World Introduction." In the vote, the Dodge Rampage concept gathered 17 percent of the vote, followed by the Mercedes-Benz AMG ML 63, at 16 percent; the Honda Civic Si Sedan concept, at 14 percent; the Lincoln Navigator, 13 percent; and Dodge Caliber SRT4, 12 percent.

Automotive media identified 10 finalists for voters to consider in four Best of Show categories. A fifth category, Vehicle

I Most Want to See in My Driveway, allowed voters to choose from any vehicle on the show floor and write in their selection. In that category, the Chevrolet Camaro edged the Dodge Challenger, 19 percent to 17 percent.

"This show," said 2006 Chicago Auto Show Chairman Arthur Kelly, "is renowned for its consumer impact and it

focuses on the buying public, who express their opinions with their dollars at dealership showrooms. Best of Show voting gives consumers another method to express their opinions on the direction in which our industry is going."

Nearly one-third of voters considered the Jeep display,

with a test track and waterfall, to be the Chicago Auto Show's best exhibit. The nearby Dodge display, also with a test track, captured 21 percent of the votes.



BEST ALL NEW PRODUCTION VEHICLE

Ford Shelby GT 500	43 %
Porsche Cayman S	14 %
Dodge Calliber SRT4	12 %
Lexus LS 460	8 %
Volvo C70	7 %
Volkswagen EOS	7 %
Toyota FJ Cruiser	6 %
Toyota Tundra	4 %
Honda Fit	2 %
Hyundai Entourage	2 %
Porsche Caymann S	1 %

BEST EXHIBIT

Jeep	33 %
Dodge	21 %
Ford	16 %
Jaguar	8 %
Lexus	7 %
Toyota	6 %
Chrysler	4 %
Volvo	4 %
Nissan	3 %
Hyundai	3 %



VEHICLE I MOST WANT TO SEE IN MY DRIVEWAY

Chevrolet Camaro	20 %
Dodge Challenger	17 %
Ford Shelby GT 500	6 %
Ford Mustang	3 %
Volvo C70	2 %
Chevrolet Corvette Z06	2 %
Dodge Charger	2 %
Chevrolet Corvette	2 %
Ford Super Chief	2 %
Chrysler Imperial	2 %
Ferrari F430	2 %
Toyota Tundra	1 %

BEST C.A.S. WORLD INTRODUCTION

Dodge Rampage Concept	18 %
Mercedes Benz AMG ML 63	16 %
Honda Civic Si Sedan Concept	14 %
Lincoln Navigator	14 %
Dodge Caliber SRT4	12 %
Lexus ES 350	11 %
Dodge Nitro	10 %
Toyota Tundra	6 %
Mitsubishi Gallant Ralliart	3 %
Hyundai Entourage	2 %

BEST CONCEPT VEHICLE

Dodge Challenger	35 %
Chevrolet Camaro	32 %
Infiniti Coupe Concept	9 %
Ford Super Chief	7 %
Ford Reflex	6 %
Chrysler Imperial	5 %
Nissan Urge	4 %
Toyota F3R	4 %
Dodge Rampage	2 %
Hyundai HCD9 Talus	2 %

2006 Introductions

Lexus ES350

Leadoff batters are expected to get a hit. In the first position of the Chicago Auto Show's media preview for the ninth time in 10 years, a Toyota or Lexus has not only gotten to first base, but knocked it out of the park. 2006 was no exception, with Lexus introducing their redesigned ES 350 to a media-packed house on the show floor. February weather didn't get in the way of their newly "blossomed" entry level ES model, either, as the day before the media got its first look at the car, an 80-foot mechanical metal flower was "planted" on Chicago's Magnificent Mile bloomed in honor of the introduction.

Toyota Product Education Manager Paul Williamsen said, "With this car, we'll add a new

level of consideration among entry-level luxury car buyers."

"Rather than tune up the old ES, our goal was to redefine it," said Bob Carter, group vice president of Lexus. Carter said the ES 350 accelerates from 0-60 mph in less than 7 seconds – more rapidly than the 1990 LS 400, proving the ES 350 as a faster, more powerful advancement. Not only is the ES 350 a swifter vehicle than the LS 400, which was Lexus' original V-8-powered darling, but it boasts equal interior room and is a noticeably quieter ride.

Keeping with Lexus' distinctive styling and performance are numerous technical features including a 272-hp, aluminum, 3.5-liter V-6 with variable valve timing, delivering an estimated 21 mpg in the city and 30 mpg on the highway.

The new entry-level sedan is part of Lexus' two-model plan for the \$30,000-to-\$40,000 division. Look for an early-April "blossoming" for the ES 350 in Lexus showrooms around the country.



General Motors: Chevy Avalanche & Kodiak; GM Goes Corny

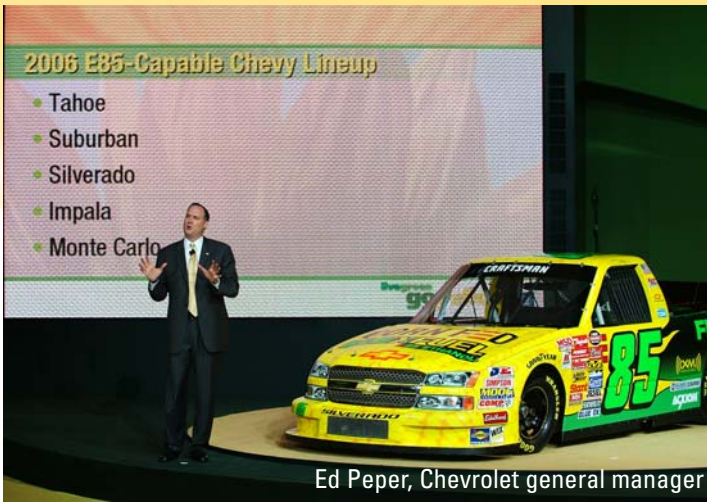
2007 Chevrolet Avalanche

The show floor thumped with classic rock as General Motors rolled out its new Chevrolet Avalanche in Chicago. The music foretold the excitement the level of excitement generated by the new version of a Chevy original design.

"In 2007, the original gets even better," said Brent Dewar,



GM's Marketing & Advertising VP & Gen. Mgr. Brent Dewar



GM vice president for marketing and advertising. "Improvements for a sharper, more precisely driving Avalanche can be found under the skin. A more refined, upgraded interior, enhanced power and advanced systems for world class safety round out some of the strengths for this newcomer that will hit showrooms this summer."

With passenger-comfort qualities of an SUV and the cargo capability of a truck, Avalanche overlaps both worlds. The full cargo bed is two inches longer than its predecessor. There will be two versions of the venerable 5.3 liter V-8 available: RWD with an iron block rated at 329 bhp, and a 4x4 with an aluminum block rated at 310 bhp. Both will offer displacement on demand.

Live Green, Go Yellow

No, it had nothing to do with Mr. Green Jeans or Soylent Green. It had nothing to do with a yellow submarine. It was bigger. It was better—and if you get it hot enough you could put melted butter on it! A concept so big, it took on life of its own.

For all those asking what's the big idea behind the phrase that's surrounding the auto industry, GM brought the answer to Chicago. Broken down literally, GM suggests that we live "green"—more environmentally friendly—and then go "yellow" with E85, a corn-based alternative fuel. E85 is a fuel cocktail comprised of 85 percent ethanol and 15 percent gasoline. The environmentally friendly fuel burns cleaner than regular gasoline for improved air quality.

GM's introduction of the Avalanche served as an example of a new lineup of powertrain vehicles re-engineered for better fuel economy. It also adds to GM's lineup of flexible fuel vehicles, or vehicles that can run on either E85 or gasoline.

"GM continues to demonstrate bold and innovative leadership in products and technology," said Brent Dewar, GM vice president, marketing and advertising. "On these fronts and more, GM is truly on a roll."



Happy 10th Anniversary, OnStar!



GM capped off the first day of the media preview with an announcement from OnStar, celebrating its 10th anniversary, as they introduced their new Turn-by-Turn Navigation Service. Sounding like something from the Fox TV hit series "24," the new system avoids the need to enter an exact address, but rather allows users to speak with an OnStar advisor who downloads driving instructions to the car.

Consumers will be attracted to the simplicity in the new OnStar system as well as the availability. GM is working to have OnStar standard equipment in all GM vehicles by the end of 2007. The Turn-by-Turn Navigation Service will become standard by 2008.

Dodge

When Chrysler Group packs for McCormick Place, they bring a lot of luggage. But not just any luggage: *J.Lo-class* luggage. This year when they unpacked, they revealed the anxiously awaited Dodge Nitro, Caliber SRT4 and Rampage Concept. Thankfully, they all made it here safely.

Dodge Nitro

Dodge has found the filler for the hole in its sport utility vehicle lineup with the introduction of the Dodge Nitro. After teasing the world with the Nitro concept intro at last year's Chicago Auto Show, Dodge returned to show the final product.

"We've reached a stage where everyone is following the same basic formula and all SUVs look pretty much the same," said Joe Eberhardt, Chrysler's head of U.S. sales, as he looked on the show.

Boasting a 5,000 lb. towing capacity, sliding cargo door, 4.0 liter V-6 engine, this entry-level SUV has more than just good looks. The Nitro stays consistent with the brawny, aggressive look of Dodge, that was in need of a candidate in the mid-size model SUV division to accompany the full-size Durango.

"We realized that you can't just have a pretty face; you need a good product that appeals and is right on message," said Eberhardt. That message is targeted at a young male audience, one that identifies with the sporty, bold feel of an SUV.

"All-wheel-drive and sport-like suspension make the ride more precise and smoother," according to Ralph Giles, head of the Nitro truck design team. "In this case, we're saying 'What is a Dodge?' Dodge is can-do, it's sporty and it's masculine. The Dodge brand definitely has a bit of an overachieving, daring, muscular sense about it, and this SUV helps support that."

Dodge Rampage Concept

A deserving winner in Chicago's consumer-based Best of Show competition was the Dodge Rampage Concept. Never before has a truck billed itself to be a family vehicle, but its popularity proves that this concept may start a new trend.

The aggressive personality of the exterior of the Dodge Rampage Concept may suggest otherwise, but the interior undeniably fits the needs of the average family. Five seats, a longer cabin and rear sliding doors accommodate family usage, but a unibody construction and all-wheel drive keep the Rampage a genuine Dodge truck lineup.



Chrysler's Joe Eberhardt

Scott Krugger, principal exterior designer for the Dodge Rampage says, "This is a truck for the person who wants the functional aspects of a truck yet doesn't want a traditional vehicle. The Rampage has the capability of a pickup without sacrificing occupant space."

Dodge Caliber SRT4

The Windy City also welcomed the high performance version of the brand new Dodge Caliber SRT4 (Street and Racing Technology).

The new Caliber SRT-4 was designed with a "much more aggressive look than the standard Dodge Caliber," said Trevor Creed, Chrysler's senior vice president of design.

Uniquely equipped with the newly developed "World Engine," an aluminum 2.4-liter four-cylinder engine with a six-speed manual transmission, the new Caliber does 0-60 mph in less than 6 seconds and outguns the original Dodge SRT-4 by 85 hp. The new SRT-4 will deliver 28 miles per gallon on the highway.



Ford

Ford delivered big news involving the new Escape Hybrid, the first full hybrid SUV in the world. Continuing the E85 movement, a partnership between Chicago and Ford resulted in the integration of Escape Hybrids into the fleet of Chicago taxis.

"Ford is advancing innovative solutions to customer concerns over high gas prices and America's overdependence on foreign oil," said Bill Ford, Ford Motor Company chairman and CEO. "Ethanol is an innovative energy source straight from the heartland of America."



Anne Stevens, COO Ford of the Americas

Joining with VeraSun Energy, this movement will be referred to as the "Midwest Ethanol Corridor," and will expand E85 fuel availability by one-third in the Midwest region. Efforts will directly affect Chicago as hybrid taxi cabs will reduce fuel expenses and improve air quality for the city.

"Our new taxicab ordinance encourages cab companies to add hybrid vehicles, which conserve energy, save money and help the environment," said Chicago Mayor Richard M. Daley. "Ford has been an important part of Chicago's economy for many years, and I welcome their participation in this program."

Navigator

The new Lincoln Navigator will offer uncompromising levels of luxury, capability and functionality.

The Lincoln Navigator L extends luxury even further with an additional 25 cu. ft. cargo room behind the third-row seat. "The Lincoln Navigator's expressive design brings a unique elegance and an unrivaled presence to the full-size luxury-utility segment," said Al Giombetti, president Ford, Lincoln Mercury marketing and sales. "Navigator has always been in a unique class. It offers a great blend of style and functionality, but more than that, it's got street appeal."



Peter Horbury, Executive Director of Design, Ford NA

MKZ

Following the strong sales launch of the Lincoln Zephyr in the autumn of 2005, the entry-level luxury sedan is reborn for the 2007 model year with a new, more powerful 3.5-liter V-6 engine, a newly designed front end, more traction with available all-wheel drive (AWD) and a new name, the Lincoln MKZ.

"Customer demand for Lincoln's mid-size luxury sedan has exceeded our expectations," continued Giombetti. "We have taken a brand-new, well-received car and significantly improved it to draw a new generation of customers to the Lincoln brand."



Since when do these guys need ID?

Bridgestone Americas

Bridgestone announced its Safety Scholars program to educate young drivers on driving and tire safety. The program invites students to be leaders by logging on to www.safetyscholars.com for information on how to help their peers become more safety conscience and on opportunities to earn scholarships.

"Teens are just learning to drive and face many distractions, so they are at a very high risk for accidents," said racing legend Mario Andretti. "As a racecar driver, I understand the importance of developing safe driving habits early, and it is an honor to work with Firestone to help educate young drivers on basic road safety and help them start to develop smart driving habits, like checking their tire pressure monthly."



Racing legend Mario Andretti and the fastest woman on two wheels, landspeed record holder Susan Robertson

are proud that he is joining us in our effort to tap into the ideas and experiences of new drivers to help spread our safety message."

"The Safety Scholars program contributes to Bridgestone's effort to make a more complete safety education project," said Christine Karbowski, VP of public relations, Bridgestone Americas. "This program will include tire safety commercials starring Andretti, the Driver's Edge, Bridgestone's tire safety Web site www.tiresafety.com, and a driver and tire safety education outreach effort that encourages students to learn their "M.A.R.I.O.S." (Mario Andretti's Real Information On Safety).

"We can think of no better person than Mario Andretti to spread the message of tire and driver safety," said John Gamauf, president of consumer tire replacement sales, Bridgestone Firestone North American Tire, LLC (BFNT). "We



Nissan Quest



“When Quest was introduced, it redefined the segment with its emphasis on combining car-like performance, innovative style, sporty appearance and exceptional practicality and versatility,” said Brad Bradshaw, vice president and general manager, Nissan Division. “The enhancements for 2007 represent one of the largest mid-cycle investments in Nissan history and make the Quest more flexible and accommodating than ever – keeping pace with the evolving needs and desires of minivan users.”

Three years after its introduction in mid-2003, the 2007 Nissan Quest continues its reign as one of the most spacious, front-wheel drive minivans in its segment. Wide opening doors open up into a redesigned interior. Quest adds high performance, safety and quality.

It features a standard 240-horsepower, 3.5 liter V6 engine and 5-speed automatic transmission, providing sedan-like power and handling.

“There’s a real sense of the enhanced quality that comes through both visually and tactilely,” said Bradshaw.

You’ll notice the new 2007 Quest with a refined exterior appearance in Nissan dealers nationwide in spring 2006.

Hyundai

Entourage

Both media and consumers were drawn to the Hyundai exhibit with three new introductions. Hyundai made a promise in the fall of 2004 to produce 7 new products in 24 months, or the “24/7” commitment. So far, they’ve kept it.

Hyundai revealed the new 2007 Entourage minivan combining affordability, safety, comfort and convenience but not without exceptional quality.

As Hyundai’s entry into the full-size minivan segment, the Entourage is targeting young families. Bigger in size and starting at around \$23,000, it will also feature Hyundai’s 10-year, 100,000 mile warranty. This is the first vehicle with Hyundai Hideaway third-row seating for carrying up to seven passengers.



John Karafcik, VP product strategy

Accent GS and SE



The 2007 Accent lineup consists of the all-new three-door GS and SE models which are an addition to the recently released GLS sedan. These introductions complete the third-generation Accent line-up.

At \$11,000, consumer interest is growing over the small, yet fuel-efficient cars. Also boasting good looks and warranties, it’s no wonder Hyundai has sold more than 570,000 Accents since its introduction in 1994, outselling all of its competitors between 2000 and 2005, according to Hyundai.

Buyers of the new 2007 three-door GS and SE models can find them in dealerships this spring.

Mercedes-Benz

R63 AMG and ML63 AMG

One of the most uniquely executed reveals was staged by Mercedes-Benz. The introduction of the R63 AMG and ML63 AMG feature a performance of figure skaters and hockey players on a man-made ice rink in the middle of McCormick Place. The performers represented a symbolic combination of beauty and strength found in the new R63 and ML 63.

Both new vehicles contain the first engine developed from the ground up entirely by AMG, and boast a 6.3-liter naturally aspirated V8 that produces 503 horsepower.

A muscular engine that goes 0-60 mph in 5 seconds matches a brawny exterior with a new AMG grille, AMG side skirts, smoked taillights, and bold front and rear aprons. Both will be made with seven-speed transmissions and, of course, all-wheel drive.

The R63 based on the new R-class sports touring vehicle, and the ML63 based on the M-class sport utility are positioned as being graceful yet more powerful and lighter than past products.



197 horsepower, 6 speed-stick, and aggressive handling, the new Si will compete well to its Civic relatives. Potential buyers will find another fun-to-drive, affordable option on their menu.

"The Civic Si Sedan Concept demonstrates how the high-performance attributes of the Civic Si Coupe can be directly applied to the functionality of a sedan," says Senior Vice President of American Honda, John Mendel.

Honda executives claim that the Civic Si Sedan Concept model "provides strong hints" to this fall's production model. This fall will mark another first for the Civic generation in that along with the Coupe two body styles of the Si will be made available at the same time.

Honda Civic Si Sedan Concept

After winning three "Car of the Year" awards as well as the 2006 MotorWeek's Driver's Choice award for Best of the Best, the 20-year-old Civic line continues to evolve.

Following a successful introduction of the Honda Civic Si Coupe Concept at the 2005 Chicago Auto Show, Honda followed up this year with the Civic Si Sedan. Honda promises the same sleek styling and "Si" performance will translate into the new four-door.

Sports car performance with 18-inch wheels,

Mitsubishi Galant Ralliart

As a hot rod version of the mid-sized sedan, Mitsubishi's Galant Ralliart stands to be one of the most powerful import brand sport vehicles in its segment. Great pricing with a comfortable yet sporty driving experience will characterize the hot sedan. Mitsubishi continued in its promise to introduce six new vehicles in 30 months.

"The 2007 Galant Ralliart makes a resounding statement about Mitsubishi's 'Driven to Thrill' performance and design with its a bold, modern, and a uniquely Mitsubishi interpretation of what a midsize performance sedan should be. The Galant Ralliart shows the direction that they're taking both the Galant—and the brand," said Dave Schembri, executive vice president for sales and marketing for Mitsubishi Motors North America.

Sharing the structure of the restyled 2007 Galant mid-sized sedan, the Ralliart does 0-60 in 7 seconds. Under the hood is a MIVEC-tweaked 258-hp 3.8-liter V6 engine.



Toyota Tundra

Even one of the most reserved executives in the automotive industry couldn't control the excitement of breaking ground in one of the most competitive automotive segments in the market. Toyota's continuing forward movement has resulted in the creation of a huge contender in the full-size pick-up segment. Jim Press, president of Toyota Motor Sales, U.S.A., let down his normally reserved demeanor to introduce the Toyota Tundra as "the biggest ... boldest ... bad-ass truck in Toyota history."

"From bumper-to-bumper, under the hood and from the inside out the new Tundra is a true American truck that will set a new benchmark in the full-size truck segment," said Jim Lentz, TMS group vice president and general manager. "It will be aimed at the 'True Trucker,' the true opinion leaders among full-size owners. True Truckers are highly credible because they use, punish, and demand the most out of the pickups they buy."



Tundra has been super-sized in every aspect with the vehicle it replaces. 10,000 pounds of towing capacity, a 5.7 liter, V8 engine is what makes this truck "bad-ass." The new Tundra will gain nearly five inches in height, four full inches in width, and 10 inches in length compared to the 2000 model, placing it among the segment leaders in overall size. However, Toyota promises that characteristics that made the first Tundra a success won't be lost on the new model.

"As much as the new Tundra has changed, there are a few things that remain the same," said Press. "Tundra will again offer the most comfortable, quiet and refined ride in the full-size truck segment. Its build quality, reliability and durability will, again, be second to none."

All the "True Truckers" have less than a year to wait before the Tundra hits the showrooms. Toyota broke new ground at the show by constructing a stand-alone display for the new truck in the Grand Ballroom of McCormick Place called "Tundra Territory." The display demonstrated the rugged independence of the new truck in its own Chicago home.



International Truck MXT

With all the big announcements at this year's auto show, it was hard to top the roaring powerful presence of the new International MXT. The newest addition and most affordable truck in the International Truck and Engine Corporation's XT family has 300 bhp with a 530 lbs/ft of torque, seating for five and numerous custom interior options.

"The new MXT is a symbol of our company's commitment to breaking through into new markets," said Dee Kapur, president of the truck group at International Truck and Engine. "The MXT went from concept to pre-production vehicle in a year based on interest from our customers and the dedication of International's development team. It showcases our ability to bring quality products to market quickly. With 100 years of experience building trucks, we're proud to unveil the latest bold truck in International's extreme truck family."

It's a bold truck that makes a bold statement. The MXT keeps in fashion with the sleek, yet strong image that attracts truck owners who want to make a significant statement about their business. Visually attractive while boasting 16,000 pounds (the weight of the 3 leading model pickups) of towing capability, the MXT is a working combination of strength and style. Look for this "big rig" to hit markets in late summer 2006.



As the new Golf was unveiled, the heritage of the famed Rabbit was honored by noted artist Brian Olsen whose free-handed stylings mazed the media in attendance.



Volkswagen Golf

Volkswagen introduced to North America, the fifth-generation Golf hatchback, Europe's best selling car. The fifth-generation Golf known for its "solidity and sophistication," made its debut to this continent at McCormick Place for a good reason: Chicago is one of the best markets in the country for the German manufacturer.

Volkswagen fans will notice exterior features of all-new sheet metal behind the bold new grill. Look for a more precise finish and fit structure with more high strength body panes as the result of an advanced laser-welding system. Inside the new Golf, buyers will find a more spacious cabin and a more quiet ride. Standard with an advanced ABS braking system, traction control, active front headrests, front and rear head curtain protection, front side airbags means safety will accompany superior quality.

The new Golf stays consistent with all Volkswagen vehicle characteristics of comfort, safety, and visually alluring, the kind of qualities that defies the social class of buyers. Dating back to 1974, with all-time sales nearing 24 million, the Volkswagen Golf is the second best-selling car in world history.

Interested buyers can find the new Golf on showroom floors this summer in two-door and four-door versions.

Subaru B9 Tribeca Special Edition

Safety and style combine for the new 2007 B9 Tribeca Special Edition. With characterizations of distinctive styling, new safety technologies, and improved suspension in the first Subaru SUV with seven-passenger seating available, expect families to check out the new B9 Tribeca as a hip alternative to the minivan.

Starting with a bolder exterior exclusive mesh grille, chrome-finish wheels, it is an answer for customers who are asking for a trendier SUV.

"Customization has become a big part of the SUV segment," said Corporate Communications Manager Michael Whelan.

Customization for Limited Editions means accessories like remote vehicle starters, a navigation system including a rearview monitor, and a position memory feature for the standard power-adjustable front seats. All 2007 Tribeca's will be pre-wired for XM Radio.

This cross-over sport utility will surely attract families for its superior Rollover Sensor system that detects a potential vehicle rollover and deploys the standard side curtain airbags. In anticipation of a rollover, the system also sets the seatbelt pre-tensioners.

To further improve ride quality for the B9 Tribeca, the front and rear suspensions have been revised to for a smoother ride and improved after-shock on rocky surfaces, without sacrificing the balance and sharpness of the typical B9 Tribeca driving personality. More revisions include adjusted springs, shocks and stabilizer bars to provide a more calm driving experience.



Kia Multi S Concept

Making its much anticipated North American debut was the new Kia Multi S Concept. The Multi S name represents "Sporty, Spacious, and Smart," the characteristics behind the concept trying to further infiltrate the North American market.

The Multi S will join contenders like the BMW X3 in the increasingly popular small crossover segment. The market aims towards the next-generation of non-minivan family cruisers, with a style and spaciousness as major selling points.

This crossover has a five-speed automatic transmission (with the possibility of a manual) and is built on a 106.3-inch-long wheelbase and is powered by a 2.7-liter, V6 gasoline engine. Being a European car, the Multi S will have room for a diesel.



Safety is another selling point, with advanced safety features such as an electronic stability system, adaptive front lighting, full-length curtain airbags and "active" head restraints.

Trendy accessories in the form of an interface for iPods, MP3s, PDAs, cell phones, notebook computers, plus a rear entertainment system with USB port and surround sound audio system would potentially be appealing to Kia's younger market.

Word on the street says production of the Multi S could go either way, but Kia has definite plans to put out a small crossover vehicle in the next two to three years.

A Night of Winners



Singers, champagne, and shiny cars, it's simply one of the most exciting formal events in Chicago. Those who missed First Look for Charity this year missed a lot. Entertainment engulfed audiences, who couldn't walk the halls of

McCormick Place without a serenade from a familiar voice.

The BoDeans in Pontiac, Al Jarreau in Jaguar, or the Bacon Brothers in Lexus, the talent was as plentiful as the delectable appetizers.

Another highlight of the evening this year was the drawing for two grand prize vehicles: a 2006 Infiniti G35 coupe and a 2006 Nissan Murano.

This year's event awarded the G35 to Nolan Erdman, 23, of DeKalb, Ill.;

and the Murano to Eric Stevenson, 26, of suburban Addison. Nancy O'Dell, host of the syndicated "Access Hollywood," show drew Erdman's and



Stevenson's winning ticket numbers to award the vehicles. O'Dell asked Erdman if he has a girlfriend. "No, I don't," he said, "but I might have one now." Stevenson suggested that his co-workers at Jewel-Osco



wouldn't get a look in the morning at his prize vehicle. "Actually, I think I'll take the day off," Stevenson said. Even with a tremendous car giveaway, the real victory is had by the 19 participating charities.



About 13,000 people attended First Look for Charity, raising \$2,607,601. The event is held the evening before the annual auto show opens its 10-day



public run. "First Look for Charity is a great instrument for the area's new-car dealers to show the positive impact they have on their community," said Art Kelly, chairman of this year's auto show.



The Chicago Auto Show wishes to thank all of the sponsors of

Stars... Cars... Bars...



VOLVO



TOYOTA

BRIDGESTONE



Not taken at party, but too good not to use



AUTO ALLIANCE
RIVING INNOVATION™

esi event solutions international



mazda

DAIMLERCHRYSLER



Mercedes-Benz



Jim Press Addresses Industry Success and Responsibility

One of the industry's most influential leaders, President and COO of Toyota Motor Sales, USA, Jim Press, kicked off the Midwest Automotive Media Association (MAMA) Breakfast with a modest elucidation of Toyota's successful marketing strategies, but ended with strong convictions for the future of the automotive industry.

"You know, it's funny, I often get asked, 'What's the secret to Toyota's success?' like it's some dark mystery. And the answer is simple, really. We find out what customers want and then try to give it to them through the best dealers in the industry. That's it in a nutshell."

Because the Chicago Auto Show is praised for its ability to connect with consumers, the show is widely employed by industry manufacturers for measuring customer needs and wants.

"We consider this show so vital that over the next two days, we're unveiling two of the most important products we've ever brought to market."

Toyota's simple formula of observing its customers, listening to what they want and putting their customers' opinions into production, was brought to a new level in Toyota's redesign of the Tundra, said Press.

"Japanese and American designers, engineers and product planners 'lived the market,'" said press. "Sounds like this 'simple' strategy took a lot of hard work, and maybe that's the

secret to Toyota's 17.2 million projected sales in 2006."

As chairman of the Alliance of Automobile Manufacturers, Press switched gears to talk about goals to which he aspires as an industry leader.

He discussed his first goal for the industry to accept some responsibility for the oil dependency in America, proposing that instead of adding to pollution, the industry become a part of the solution. This means finding a balance between meeting customer needs and pushing fuel-efficiency.

"Think about it. We're in a delicate situation right now because we live in a market where more than half of all the vehicles sold are trucks, vans or SUVs," he commented. "We can't disregard the needs of our earth, nor can we afford to ignore the needs of our customers."

"The second goal is to develop a long-term plan on how industry will help America achieve energy independence. Toyota is a prime example for how one manufacturer can contribute to this goal.

"If manufacturers can embrace camaraderie in improving overall fuel economy across the board, perhaps a solution to America's oil obsession isn't far from reach.

"Let's pull the key leaders of this industry together, throw away the name badges, leave the egos at the door, and work closely, as one industry, to begin solving real challenges we face."

"We consider this show so vital that over the next two days, we're unveiling two of the most important products we've ever brought to market."

2007 KEY CONTACTS Chicago Auto Show

CATA President & Auto Show General Manager
JERRY H. CIZEK III
630.424.6000 direct
jcizek3rd@cata.info

Executive Vice President
DAVE SLOAN
630.424.6055 direct
dsloan@drivechicago.com

Director of Communications
PAUL BRIAN
630.424.6069 direct
paulbrian@cata.info

Director of Dealer Affairs
ERIK HIGGINS
630.424.6008 direct
ehiggins@cata.info

Special Events and Exhibits Manager
SANDI POTEMPA
630.424.6065 direct
spotempa@cata.info

Director of Auto Show Operations
CHRIS KONECKI
630.424.6075 direct
ckonecki@cata.info



The Chicago Auto Show / The Chicago Automobile Trade Association

18W200 Butterfield Road
Oakbrook Terrace, IL 60181-4810, USA
P: 630.495.2282 (CATA) / F: 630.495.2260
www.ChicagoAutoShow.com